


Chapter 5

Food Items Moving From Restaurants to Online Platforms in the Developing Gig Economy: Is It Bliss?

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ABSTRACT

The newest trend is to order food online while lounging at home rather than dining out. Additionally, they browse the different food options when ordering an online meal. Gig workers profit from the opportunities for employment, independence, and flexibility that this rapidly expanding gig economy provides. Giving people the freedom to choose from various food items makes trying new things enjoyable, but it also has some drawbacks. Technological integration makes real-time ordering and online payment processing possible, which raises consumer happiness. This chapter discusses the advantages and disadvantages of online meal delivery services. It will conclude by emphasizing the influence of social, economic, and individual factors on food delivery platforms.

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1. INTRODUCTION

The gig economy has fundamentally altered how we work, live, and eat. The food industry has changed dramatically in the past few years as more food items are distributed online rather than through physical restaurants. Some have welcomed this shift as a positive development that offers consumers and gig economy members opportunities, convenience, and variety. As with any significant societal change, there are serious concerns about how it will affect conventional companies, the rights and welfare of gig workers, and the quality of food. In this inquiry, we will delve into the complexities of this phenomenon, examining its potential benefits and drawbacks and how it is transforming the food industry in developing nations.

The final section of this chapter will explain how social, economic, and individual issues affect the use of food delivery services. Using consumer data, adapting to the evolving needs of Generation Z, evaluating economic impacts, and leveraging social influence are all significant contributions to food delivery systems. Understanding consumer behavior, in addition to cultural and economic norms, is heavily emphasized. Platforms can segment their target audience, offer a range of menu options, and offer reasonably priced food substitutes. Policymakers should consider how food delivery platforms affect society and the economy when drafting legislation to support fair competition and welfare.

2. REVIEW OF LITERATURE

2.1 Food Delivery Platforms

Food delivery platforms are web or mobile apps that link customers with nearby eateries and make it easier for them to receive food orders at home or work. These platforms have transformed how people order and consume food, which is growing in popularity. Online Food changes how people buy, cook, and eat, impacting how people and their food connect. There has been much discussion about how these developments have affected interpersonal connections and whether or not online commercial networking improves or worsens family time and community contacts (Li et al., 2020). According to Allah Pitchay et al. (2022), price-saving orientation, time-saving orientation, quality of information, and social influence significantly impact people's attitudes regarding online meal delivery services and their intentions to use the applications.

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